

Our industry and COVID-19

We've gathered a number of links where Canadian cable, radio, television, telecom and wireless companies have posted their responses to the Covid-19 pandemic.

More information (<https://cartt.ca/covid-19-information/>)



(<https://cartt.ca/>)



(<https://www.chch.com/shoplocal/>).

CABLE & TELECOM

📅 June 16, 2020 ⌚ 20 hours ago

SSi Micro rebrands as SSi Canada

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YELLOWKNIFE — As remote telecom provider SSi Micro celebrates its 30th anniversary, the company announced Tuesday it's rebranding as SSi Canada and adopting a new logo to honour its Northern roots and to emphasize its ongoing commitment to building solutions for remote communities across Canada.

“The last thirty years have been an incredible journey, teaching us valuable and hard-earned lessons,” said Jeff Philipp, founder and CEO of SSi, in the news release. “Our experience in these harsh climates and remote but beautiful communities is one of our greatest assets. Our new brand not only honours where we came from but celebrates the exciting new challenges that lie ahead.”

The new snowshoe logo reflects SSi's history (<https://www.ssicanada.com/our-story>), as the company was named after the original family business, the Snowshoe Inn in Fort Providence, Northwest Territories. Since 1973, the Snowshoe Inn has produced its own off-grid heat and electricity, and in keeping with that spirit, SSi expanded its services portfolio with the addition of SSi Energy (<https://www.ssie.ca/>) in 2019.

Back in 2005, SSi launched its [SSi Qiniq](https://www.qiniq.com/), broadband service to serve all 25 Nunavut communities. Through a \$75-million investment in 4G LTE and 2G GSM broadband wireless technologies, SSi upgraded the Qiniq network and launched [SSi Mobile](https://www.qiniq.com/mobile) in Nunavut in 2018.

“SSi’s ultimate goal has always been for our business decisions to benefit the communities we work in by creating local jobs, opportunities and community ownership along with a deep sense of respect for Indigenous culture and the people living in each of these communities. The SSi team understands first-hand the challenges faced in providing effective and affordable essential services to underserved Northern and remote communities,” reads the news release.

www.ssicanada.com

Favorite ☆

A promotional banner for CHCH's 'SHOP LOCAL' initiative. On the left is the CHCH logo, a colorful circle with the letters 'CHCH' in the center. To its right, the words 'SHOP LOCAL' are written in large, bold, white letters on a dark blue background, with a red location pin icon over the 'O' in 'SHOP'. Further right, on a white background, is the text 'Our new community online directory. Click to find or submit a local business.' Below this, a red bar contains the hashtag '#STRONGERTOGETHER' in white. To the right of the banner is a URL: [\(https://www.chch.com/shoplocal/\)](https://www.chch.com/shoplocal/).

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